

ABSRTAK

Syifa Qurrota Ayunia, NIM 1164060080, 2020. *Rebranding Kings Trade Centre menjadi Kings Shopping Centre (Studi Deskriptif pada Kings Shopping Centre Pasca Kebakaran)*

Rebranding merupakan perubahan merek yang identik dengan perubahan logo, lambing, dan nama. Penelitian ini membahas mengenai *Kings Shopping Centre* melakukan rebranding akibat kebakaran kedua kalinya pada Juni 2014. Berdasarkan kejadian tersebut, pihak manajemen *Kings* melakukan *rebranding* menjadi sebuah mall dan mengubahnya menjadi *Kings Shopping Centre*.

Penelitian ini bertujuan untuk mengetahui proses rebranding *Kings Shopping Centre* pasca kebakaran dengan proses *repositioning*, *renaming*, *redesigning*, dan *relaunching*. Penelitian ini menggunakan metode analisis deskriptif dengan pendekatan kualitatif. Tahapan *Rebranding Kings Shopping Centre* sesuai dengan Teori dari Muzzelac, Lambkin & Doogan dalam jurnalnya *Corporate Rebranding – An Exploratory review*.

Hasil penelitian menunjukkan bahwa *rebranding Kings Shopping Centre* melalui 4 tahapan yaitu, *repositioning*, *renaming*, *redesigning*, dan *relaunching*. Tahap pertama yaitu, *repositioning* dengan melakukan perubahan target market serta merubah elemen dari pihak manajemen dari *Kings Shopping Centre*. Tahap kedua yaitu, *renaming* dengan merubah nama dari *Kings Trade Centre* menjadi *Kings Shopping Centre*. Tahap ketiga yaitu, *redesigning* dengan merubah desain interior, logo, jingle, dan fasilitas yang terdapat di dalamnya. Tahap keempat yaitu, *relaunching* melalui internal dengan melakukan *meeting* dan koordinasi secara rutin dan melalui eksternal dengan menggunakan media sosial seperti web, instagram, dan juga melalui baligho yang ditampilkan di beberapa tempat. Simpulannya, *Kings Shopping Centre* telah berhasil melakukan *rebranding*, terbukti dengan adanya peningkatan dari jumlah laba, pengunjung, pelayanan fasilitas dan *customer*, juga adanya program rutin untuk menunjang khalayak untuk datang lagi ke *Kings Shopping Centre*.

Kata Kunci: *Rebranding, renaming, redesigning, dan relaunching*

ABSTRACT

Syifa Qurrota Ayunia, NIM 1164060080, 2020. *Rebranding Kings Trade Center to Kings Shopping Center (Descriptive Study of Kings Shopping Center Post-Fire)*

Rebranding is a brand change that is synonymous with changing logos, symbols and names. This research discusses the Kings Shopping Center rebranding duefire tofor the second time in June 2014. Based on this incident, Kings management rebranded it into a mall and turned it into Kings Shopping Center.

This study aims to determine the process of rebranding Kings Shopping Center after the fire by repositioning, renaming, redesigning, and relaunching. This research uses descriptive analysis method with a qualitative approach. The stages of Rebranding Kings Shopping Center are in accordance with the theory of Muzellec, Lambkin & Doogan in their journal Corporate Rebranding - An Exploratory review.

The results showed that the rebranding of Kings Shopping Center went through 4 stages, namely, repositioning, renaming, redesigning, and relaunching. The first stage is repositioning by changing the target market and changing the elements of the management of the Kings Shopping Center. The second stage is renaming by changing the name from Kings Trade Center to Kings Shopping Center. The third stage is redesigning by changing the interior design, logo, jingles, and the facilities contained therein. The fourth stage is relaunching internally by conducting meetings regularand coordination and externally using social media such as the web, Instagram, and also through billboards displayed in several places. In conclusion, Kings Shopping Center has succeeded in rebranding, as evidenced by an increase in the number of profits, visitors, service facilities and customers, as well as a routine program to support the public to come again to Kings Shopping Center.

Keywords: Rebranding, renaming, redesigning, and relaunching